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ABSTRACT

As part of a review of its Information Center, Facilities Rental and Reservation Center, and Computerized Area List and Labels System (CALLS), William Rainey Harper College (WRHC), in Illinois, conducted a survey of staff and students to determine their perceptions of the quality of these services. Surveys were distributed to a sample of 300 students enrolled in spring 1996 regarding the Information Center, 18 staff members who were thought to use the Rental and Reservation Center, and 12 staff members who were thought to use CALLS. Completed questionnaires were received from 99 students and all of the staff members. Study findings included the following: (1) 60 percent of the students surveyed had used the Information Center; (2) while all aspects of the Information Center's performance were rated very positively, the lowest rating was given to the promptness of service; (3) 16 of the 18 staff members surveyed used the Facilities and Reservation Center; (4) while all of the services received were rated highly, the lowest rating was given to the Reservation Center's ability to offer alternatives when desired space was not available, receiving 3.69 out of 4 points; (5) room quality was ranked rather low; (6) 10 of the 12 staff members surveyed had used CALLS an average of 11 times during the year; and (7) all aspects of CALLS service were rated better than good, though lower than the Reservation Center. The survey instruments are appended. (TGI)

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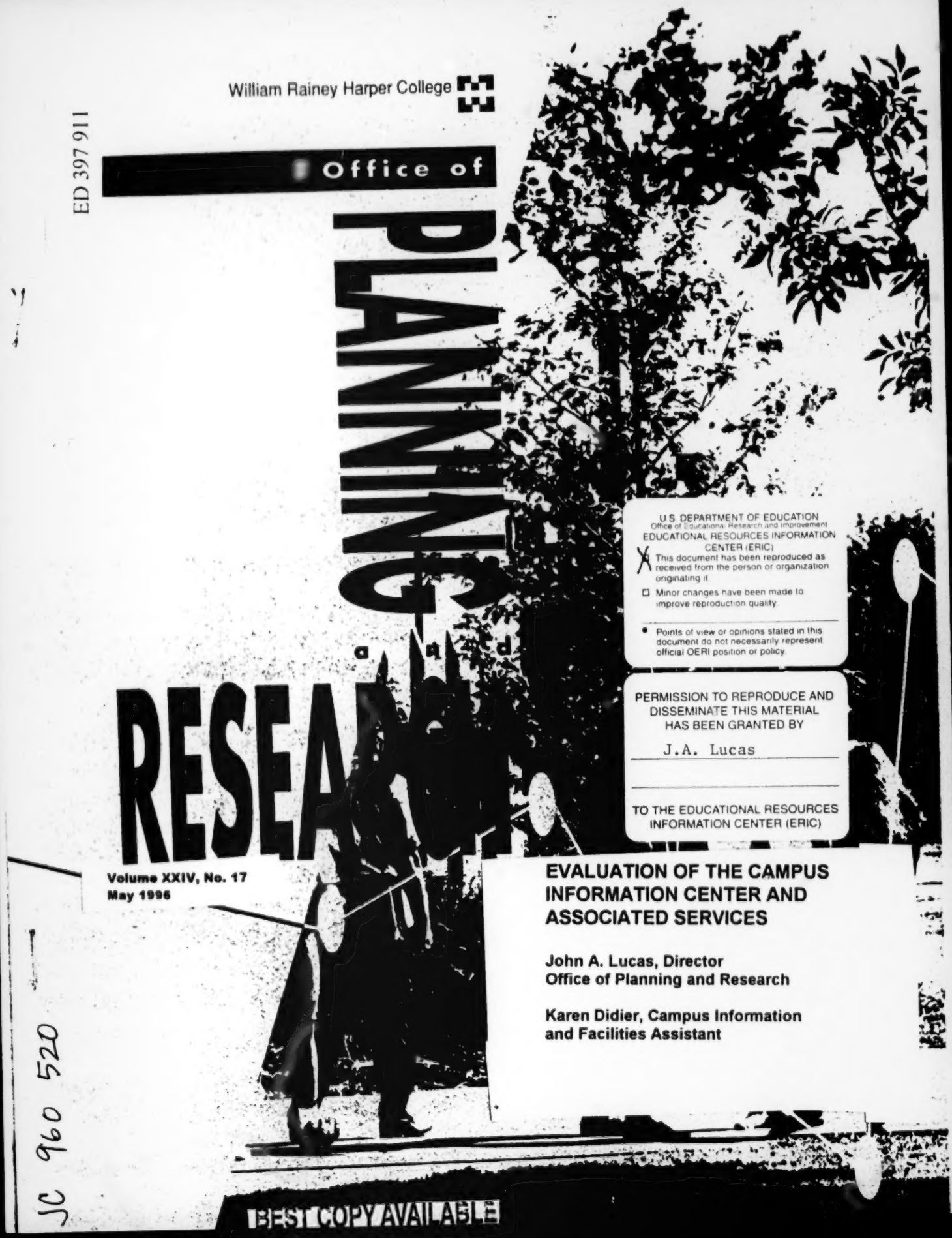

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J.A. Lucas

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

EVALUATION OF THE CAMPUS INFORMATION CENTER AND ASSOCIATED SERVICES

John A. Lucas, Director
Office of Planning and Research

Karen Didier, Campus Information and Facilities Assistant

JC 960 520

BEST COPY AVAILABLE

ABSTRACT

The purpose of the three surveys was to evaluate the campus Information Center, the Facilities Rental and Reservations Center, and the CALLS System. A sample of 300 students of the spring semester were surveyed to evaluate the Information Center and after two mailings one-third responded.

The Rental and Reservation Center evaluation survey was distributed to 18 members of staff who were thought to use the services. Likewise, the CALLS evaluation survey was distributed to 12 members of staff who were thought to use these services.

Results of the student survey showed that over half of the students use the Information Center and they rate very positively all the aspects of the service received. The services of the Rental and Reservation Center were also rated very highly, but the facilities were rated rather low with comments indicating the rooms needed better lighting and refurbishing. The services of the CALLS system were rated well but comments indicated the lists needed updating.

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Purpose

The purpose of the three surveys was to partially evaluate the campus Information Center, the Facilities Rental and Reservation Center and the CALLS system. These evaluations were part of the Program Review process and were requested by the Campus Information and Facilities Assistant.

Methodology and Population Surveyed

The three survey instruments were developed jointly by the Campus Information and Facilities Assistant and the Office of Planning and Research. The evaluation of Facilities Rental and Reservations instrument was distributed personally by the Center to 18 members of staff they felt were users of their services. All 18 completed the survey.

The evaluation of the CALLS system instrument was given personally by the Center to 12 members of staff they thought used the service and all 12 completed the survey. The evaluation of the Campus Information Center instrument was handled by the Office of Planning and Research. That office mailed the instrument to a random sample of 300 credit students enrolled during the spring 1996 semester. After two mailings, 99 students returned completed surveys for a 33 percent response rate.

Major Conclusions

Results of the student survey showed that over half of the students use the Information Center and they rated very positively all the aspects of the service received. The services of the Rental and Reservation Center were also rated very highly, but the facilities were rated rather low with comments indicating the rooms needed better lighting and refurbishing. The services of the CALLS system were rated well but comments indicated the lists needed updating.

Discussion of Results

Results showed that 59 of the 99 respondents, or 60 percent of the students surveyed, had used the services of the campus Information Center. All aspects of the service the center rendered were rated very positively. The lowest rating was the promptness of the service. There were several comments by students who said they sometimes had to wait for service because of the busyness of the Center. However, in spite of this, promptness was still rated fairly positively.

In examining the Facilities Rental and Reservation Center all the aspects of service were rated high. The lowest rating was on offering alternatives when desired space was not available, but even this was rated fairly high. The quality of the rooms available for reservation, however, were another matter. The Board Room was rated by far the highest (around good) as far as attractiveness, usefulness and comfort. None of the other rooms were rated very well as far as attractiveness. The Cafeteria Bays were rated worst as far as usefulness and comfort. All the rooms were rated fairly equal as far as availability, somewhere between fair and good. The comments all concerned the quality of the facilities and focused on the need for better lighting and refurbishing.

The evaluation of the CALLS system indicated all the aspects of service were rated better than good while the comments focused on the fact that the lists needed updating and that the Information Center Receptionist was outstanding.

EVALUATION OF CAMPUS INFORMATION CENTER BY CURRENT STUDENTS

	N	PCT
- Have used the Center	59	59.6
- Have not used Center	40	40.4
Total	99	100.0

Evaluation from 59 Students Who Used Center

Aspect of Performance of Center	N	Agreement Index*
- Able to communicate with staff member	59	+.90
- Service received was positive	58	+.90
- Questions answered to student satisfaction	58	+.88
- Treated courteously by staff	59	+.86
- First impression of Center was positive	59	+.75
- Greeted promptly	59	+.69

Agreement Index: +1 ≡ Agree
0 ≡ Neutral
-1 ≡ Disagree

Assistance or Service Students Would Like Information Center to Provide	N
- Fine as it is	5
- Had to wait while staff was on telephone or talking to someone else	3
- Do not give run around - sent from office to office	1
- Ability to print out transcripts	1
- Sometimes do not have room number where event is being held	1
- Need to be notified of class cancellation sooner	1

Other Comments on Campus Information Center	N
- The staff was very helpful and friendly	10
- Make Information Center more visible	1
- Location and time of events should be updated more frequently	1
- Increase marketing of the services the Center offers	1
- Center was closed once but a security guard gave the student a catalog so a second trip was not necessary	1
- Student had their lost student class schedule reprinted	1

EVALUATION OF FACILITIES RENTAL AND RESERVATION CENTER

Sixteen of the 18 members of the staff surveyed, or 88 percent, used these services an average of 2.5 times per week.

Services Received	N	Average Rating Index*
- Courteousness of staff	16	4.00
- Helpfulness of staff	16	4.00
- Speed of response to request	16	3.94
- Accuracy of response to request	16	3.94
- Alternatives Suggested when space was not available	16	3.69

***Rating Index:** 4 ≡ Excellent to 0 ≡ Poor

Attractiveness of Room Reserved	N	Average Attractiveness Index*
- Board Rooms A-315	15	2.80
- Cafeteria/Bays	14	1.64
- A-236	7	1.57
- A-238 - not as a dining room	15	1.33
- A-241	15	1.33
- A-242	15	1.20
- A-238 - as a dining room	13	1.15

***Attractiveness Index:** 4 ≡ Excellent to 0 ≡ Poor

EVALUATION OF FACILITIES RENTAL AND RESERVATION CENTER (cont'd)

Usefulness of Room Reserved	N	Average Usefulness Index*
- Boardrooms A-315	15	3.07
- A-242	15	2.60
- A-238 - as a dining room	13	2.54
- A-238 - not as a dining room	15	2.40
- A-241	14	2.36
- A-236	7	2.00
- Cafeteria/Bays	14	1.71

*Usefulness Index: 4 = Excellent to 0 = Poor

Comfort of Room	N	Average Comfort Index*
- Boardrooms A-315	15	2.93
- A-238 - not as a dining room	15	2.27
- A-238 - as a dining room	12	2.25
- A-241	13	2.23
- A-242	15	2.20
- A-236	7	1.86
- Cafeteria/Bays	14	1.43

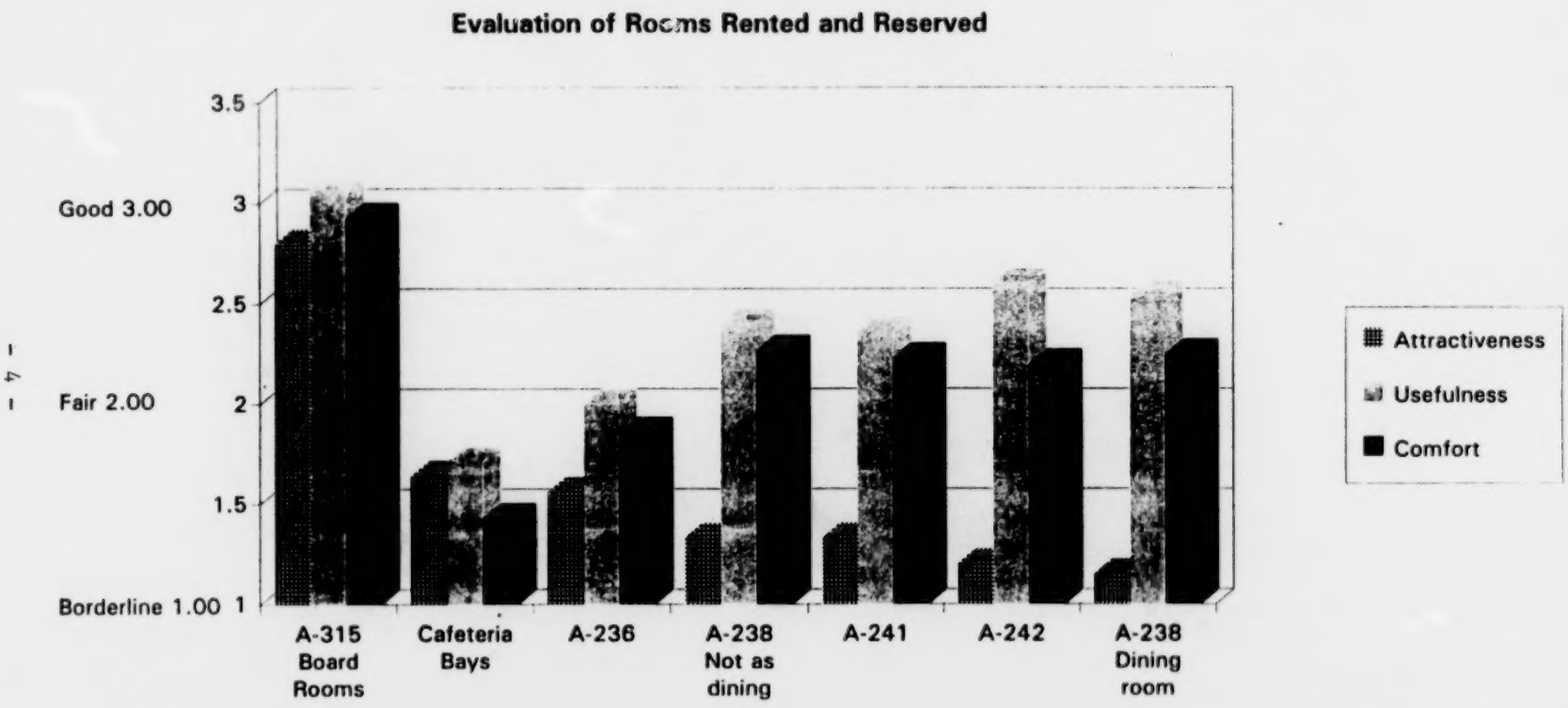
*Comfort Index: 4 = Excellent to 0 = Poor

Availability of Room	N	Average Availability Index*
- Boardrooms A-315	13	2.69
- A-241	12	2.58
- A-238 - not as a dining room	14	2.50
- A-242	14	2.50
- A-236	7	2.43
- A-238 - as a dining room	12	2.42
- Cafeteria/Bays	12	2.33

*Availability Index: 4 = Excellent to 0 = Poor

Comments on Evaluation of Facilities Rental and Reservation Center

- Add additional lighting in A-238. Mood lighting is only appropriate for its use for dining. We also use the room for meetings where additional lighting is necessary - especially in the evening.
- More comfortable chairs in room - 2nd floor of A. Permanent equipment.
- The rooms are all functional, but not "excellent" by any stretch of the imagination. They meet our basic needs. Access to rooms is always limited - we could always use more space.
- The dining room seems particularly dark and dingy. It could use a facelift.
- Take the drapes down in the Bays, please! Lighten and brighten the other meeting rooms.
- Better lighting.
- Regarding A-137 cafeteria/bays. Remove filthy drapes - I don't think they have ever been cleaned. Replace with vertical blinds. Clean furniture on a regular basis.
- Some TLC -- paint, clean - better furniture.
- They all need remodeling - they do not make a nice appearance to the general public. Need new furniture, carpeting, etc. Would make for a nice atmosphere instead of being so dreary. The bathrooms in "A" also need a major overhaul.
- Sometimes cold.


Evaluation of Rooms Rented and Reserved
3.5
3
2.5
2
1.5
1
Good 3.00
Fair 2.00
Borderline 1.00
A-315 Board Rooms
Cafeteria Bays
A-236
A-238 Not as dining
A-241
A-242
A-238 Dining room
Attractiveness
Usefulness
Comfort

EVALUATION OF CALLS SYSTEM

Ten of the 12 staff or 83 percent have used the CALL system a median of five times during the year or an average of 11 times during the year.

CALLS Service	N	Average Rating Index*
- Courteousness of staff	9	3.44
- Helpfulness of staff	9	3.44
- Accuracy of response to request	10	3.40
- Speed of response to request	9	3.33
- If request could not be accommodated alternatives suggested	4	3.25

***Rating Index:** 4 = Excellent to 0= Poor

Five Comments were Received

	N
- Lists need to be updated	3
- Day Receptionist was great	2

APPENDIX

- Survey Instruments

William Rainey Harper College
1200 West Algonquin Road
Palatine, Illinois 60067-7398
847-925-6000

Spring 1996

Dear Current Student:

The College is in the process of evaluating the Information Center which is located in the Student Lounge of Building A.

If you have never stopped by the Information Desk in Building A, please mark no on the first question and return the enclosed survey in the envelope provided for your convenience.

If you have used the services at the Information Desk in Building A, please take a minute to answer the few questions on the survey and return it in the enclosed envelope.

Thank you for your cooperation in helping Harper College improve its services to our students.

Very truly yours,

John A. Lucas

John A. Lucas, Director
Office of Planning
and Research

jc
Enclosures

Recycled Paper

Evaluation of Campus Information Center

We are evaluating the functions of this Center. Please take a few moments to complete the following survey.

---

1. Have you ever used the Campus Information Center in Building A, second floor -student Center? **A** - Yes_____ **B** - No_____
If no - Thank you, If Yes, please continue

Please check one column for each item

		A	B	C	D
		AGREE	NEUTRAL	DISAGREE	N/A
2	Greeted promptly				
3	Questions were answered to your satisfaction				
4	Treated courteously by staff				
5	You were able to communicate with the staff member				
6	Your first impression of the Information Center was positive				
7	The service you received was positive.				

8. Is there any assistance or service that you want the Information Center to provide?

9. Any other comments on the Campus Information Center?

Thank you for your cooperation. Please return this survey in the envelope provided.

Evaluation of Facilities Rental & Reservations Center

We are evaluating the functions of this Center. Please take a few minutes to complete the survey below.

Please rate the quality of service you received from this Center when inquiring about facilities availability or set-up.

1. How many times a week do you contact the center regarding facilities issues? _____

The following questions please rate on a scale of 1-5, 1 being excellent and 5 being poor

2	Courteousness of staff	
3	Speed of response to your request	
4	Accuracy of response to your request	
5	Helpfulness of staff	
6	Alternatives suggested when space was not available	

Please rate the quality of Facilities on the same 1-5 scale where 1 is excellent and 5 is poor

		A	B	C	D
	Room	Attractiveness of room	Usefulness of room	Comfort of room	Availability of room
7	A-137 Cafeteria/Bays				
8	A-238				
9	A-241				
10	A-236				
11	A-238 Dining Room				
12	A-242				
13	A-315 Board Rooms				

What suggestions for improvement of these meeting rooms/facilities do you have?

Thank you for your cooperation. Please return to Jack Lucas, Plg Res

Evaluation of Calls System

We are evaluating the functions of this System. Please take a few minutes to complete the following survey.

---

1. How many times a year do you call the Campus Information Center regarding the CALLS System (computerized area list & labels system)? _____

Please rate the quality of service you received from the Campus Information and Facilities Center when inquiring about the CALLS System. **The following questions please rate on a scale of 1-5, 1 being excellent and 5 being poor**

2	Courteousness of staff	
3	Speed of response to your request	
4	Accuracy of response to your request	
5	Helpfulness of staff	
6	If your request couldn't be accommodated alternatives were suggested	

7
Any additional comments or suggestions to improve the system?

_____

_____

Thank you for your cooperation.
Please return to Jack Lucas, Plg Res

Operational Staff:

Janice Cook, Administrative Secretary
Cal Meltesen, Research Analyst
Karla Hill, Research Clerk
Susannah Swift, Clerk
Donna Woodruff, Clerk

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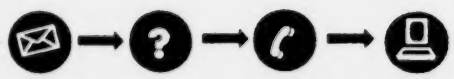

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